

Get Free Vivid Vision: A
Remarkable Tool For Aligning
Your Business Around A
*Vivid Vision: A
Shared Vision Of The Future
Remarkable Tool For
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The Future*

Ten years after the worldwide bestseller *Good to Great*, Jim Collins returns with another groundbreaking work, this time to ask: why do some companies thrive in uncertainty, even chaos, and others do not? Based on nine years of research, buttressed by rigorous analysis and infused with engaging stories, Collins and his colleague Morten Hansen enumerate the principles for building a truly great enterprise in unpredictable,

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tumultuous and fast-moving times.

This book is classic Collins: contrarian, data-driven and uplifting.

* Financial Times and McKinsey Business Book of the Year * Winner of the J. Anthony Lukas Book Prize * 800-CEO-READ Business Book of the Year * A New York Times Notable Book * A Washington Post Notable Book * An NPR Best Book of 2017 * A Wall Street Journal Best Book of 2017 * An Economist Best Book of 2017 * A Business Insider Best Book of 2017 * “A gripping story of psychological defeat and resilience” (Bob Woodward, The Washington Post)—an intimate account of the fallout from the closing of a General Motors assembly plant in Janesville, Wisconsin, and a larger story of the hollowing of the American middle class. This is the story of what

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happens to an industrial town in the American heartland when its main factory shuts down—but it's not the familiar tale. Most observers record the immediate shock of vanished jobs, but few stay around long enough to notice what happens next when a community with a can-do spirit tries to pick itself up. Pulitzer Prize-winning reporter Amy Goldstein spent years immersed in Janesville, Wisconsin, where the nation's oldest operating General Motors assembly plant shut down in the midst of the Great Recession. Now, with intelligence, sympathy, and insight into what connects and divides people in an era of economic upheaval, Goldstein shows the consequences of one of America's biggest political issues. Her reporting takes the reader deep into the lives of autoworkers, educators,

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bankers, politicians, and job re-trainers to show why it's so hard in the twenty-first century to recreate a healthy, prosperous working class. "Moving and magnificently well-researched...Janesville joins a growing family of books about the evisceration of the working class in the United States. What sets it apart is the sophistication of its storytelling and analysis" (Jennifer Senior, The New York Times). "Anyone tempted to generalize about the American working class ought to meet the people in Janesville. The reporting behind this book is extraordinary and the story—a stark, heartbreaking reminder that political ideologies have real consequences—is told with rare sympathy and insight" (Tracy Kidder, Pulitzer Prize-winning author of The Soul of a New Machine).

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In these increasingly divisive times, how does God intend for us to live well together in the common life? Drawing from scripture as well as writings from a variety of other faith traditions and contemporary theologians, *The World is About to Turn* offers a practical guide for dialogue and mutual understanding for leaders of faith organizations, schools, and member of faith communities; everyone who hopes to make a positive difference in our corporate life together. Chapters include: *The Failure of the American Religious Experiment*; *When Justice Rolls Down: Finding the Moral Courage to Do What is Right*; *Love One Another: Practicing Mercy and Compassion*; *Walking Humbly with God: Repentance and Reconciliation as a Path to a More Civil Society*; *Values Matter: Discovering Common*

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Values in Many Faith Traditions; Embracing Differences: The Gift of Religious Pluralism; and Building Bridges of Hope: Ten Ways Forward with Multicultural and Inter Religious Dialogue. Discussion questions at the end of each chapter, as well as an appendix with liturgical worship resources, make this hopeful book perfect for small group study, class usage, and congregational leadership. Start With Why has led millions of readers to rethink everything they do – in their personal lives, their careers and their organizations. Now Find Your Why picks up where Start With Why left off. It shows you how to apply Simon Sinek's powerful insights so that you can find more inspiration at work -- and in turn inspire those around you. I believe fulfillment is a right and not a privilege. We are all

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entitled to wake up in the morning inspired to go to work, feel safe when we're there and return home fulfilled at the end of the day. Achieving that fulfillment starts with understanding exactly WHY we do what we do. As Start With Why has spread around the world, countless readers have asked me the same question: How can I apply Start With Why to my career, team, company or nonprofit? Along with two of my colleagues, Peter Docker and David Mead, I created this hands-on, step-by-step guide to help you find your WHY. With detailed exercises, illustrations, and action steps for every stage of the process, Find Your Why can help you address many important concerns, including: * What if my WHY sounds just like my competitor's? * Can I have more than one WHY? * If my work doesn't match

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my WHY, what should I do? * What if my team can't agree on our WHY?

Whether you've just started your first job, are leading a team, or are CEO of your own company, the exercises in this book will help guide you on a path to long-term success and fulfillment, for both you and your colleagues.

Thank you for joining us as we work together to build a world in which more people start with WHY. Inspire on! --

Simon

The CEO Whisperer

Lifeonaire

Get a Grip on Your Business

How to Be a Great Boss

An Uncommon Approach to Wealth, Success, and Prosperity

Easy Steps to Presenting an Unforgettable Story

Get A Grip

The most common failing in business

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today is the inability to keep up with the pace of change. The 5-Day Turnaround explains how established companies can kick-start growth by adopting the core traits of smart startups. This fictional turnaround is brought to life by a cast of believable characters in five days of mind-stretching meetings.

A heartwarming series of stories and practical wisdom on entrepreneurship and wealth in the vein of Rich Dad, Poor Dad, written by a financially independent father for his ambitious son. Soon after he opened his vineyard for business many years ago, the Wealthy Gardener noticed a puzzling fact. Everyone wanted money, but only a few people managed to accumulate it. The reason, he realized, is that most people focus on short term gains

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instead of achieving lasting wealth. As he grew old and aware of his dwindling time on this Earth, the Wealthy Gardener began to share his hard-earned wisdom with the financially troubled in his community, patiently mentoring those who asked for his practical advice on the ways of prosperity. The parable of the Wealthy Gardener is far more than an admonishment to earn more or spend less; it is about timeless principles. As his lessons reveal, financial freedom is a means to power and control over our lives. Without money, we are subject to the demands and whims of others. With money, we are sheltered from the storm, and we can extend that shelter to our loved ones. Poised to become an intimate financial classic, The Wealthy Gardener will inspire readers to find their own

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Your Business Around A noble purpose and relieve their money worries once and for all. No matter your income level, skillset, or unique economic disadvantages, the lessons in this book will show you the path forward. All you need is the will to work, the desire to succeed, and the motivation to learn.

Discover the vital relationship that will take your company from "What's next?" to "We have liftoff!"

Visionaries have groundbreaking ideas. Integrators make those ideas a reality. This explosive combination is the key to getting everything you want out of your business. It worked for Disney. It worked for McDonald's. It worked for Ford. It can work for you. From the author of the bestselling *Traction, Rocket Fuel* details the integral roles of the Visionary and Integrator and explains

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how an effective relationship between the two can help your business thrive. Offering advice to help Visionary-minded and Integrator-minded individuals find one another, Rocket Fuel also features assessments so you're able to determine whether you're a Visionary or an Integrator. Without an Integrator, a Visionary is far less likely to succeed long-term, and realize the company's ultimate goals—likewise, with no Visionary, an Integrator can't rise to his or her full potential. When these two people come together to share their natural talents and innate skill sets, it's like rocket fuel—they have the power to reach new heights for virtually any company or organization.

Can you captivate an audience with your story? Many of us would love to

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hold the attention of a crowd, a classroom, or just a group of our friends by telling them a great story. We have felt the pressure of a public presentation or the disappointment of telling a story that others ignore. We are ready to be heard, ready to captivate. In *The Art of Storytelling*, John Walsh takes us through the steps to presenting a compelling story—outlining the strategies that helped him move from stutterer to storyteller. This book will help any person with a story to share by walking you through all aspects of presentation . . . from what to do with your hands as you speak all the way to crafting a killer ending. Whether you're telling bedtime stories to your children or Bible stories to a congregation, this book will take your storytelling to a new level.

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Your Business Around A Shared Vision Of The Future
Overcoming the Financial Myths that are Destroying Your Prosperity

Mending a Nation's Broken Faith

Vivid Vision

Be the Leader You Always Wanted to Be.

Evolved Enterprise

Chief Of Staff

How to Re-Think, Re-Image and Re-

Invent Your Business to Deliver

Meaningful Impact and Even Greater

Profits

It's time to take your business to

the next level. Eileen Sharp and

Vic Hightower were frustrated.

After years of profitable,

predictable growth, Swan Services

was in a rut. Meetings were called

and discussions held, but few

decisions were made and even less

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got done. People were pointing fingers and assigning blame, but nothing happened to solve Swan's mounting problems. It felt as though they were working harder than ever but with less impact. The company Eileen and Vic had founded and built for 10 years was a different place. It just wasn't fun anymore. Their story is not unusual. The challenges they were facing are common, predictable, and solvable. Get A Grip tells the story of how Swan Services resolves its issues by implementing the Entrepreneurial Operating System®. With the help of EOS, Eileen, Vic, and their leadership team master a set of

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managerial tools that allow them to get traction on their business, grow the business, and deliver better results for clients. The story of Swan Services is a fable, but the Entrepreneurial Operating System® is very real and has helped thousands of businesses worldwide. A complete entrepreneurial toolkit, EOS has helped thousands of businesses get to where they want to be. In Get A Grip, learn how Swan Services leaders learned to develop and commit to a clear vision, establish focus, build discipline, and create a healthier and more cohesive team. With characters and situations created

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from collective business experiences and stories, Get A Grip is a fable that will ring true for entrepreneurial leaders the world over and guide them to get their companies on track.

Young people have the potential to educate and inspire their communities, if only adults will listen to them. Felton Earls and Mary Carlson have spent decades listening to children and encouraging them to use their voices for social change.

“The most convincing portrait I know of contemporary America . . . a great American novel.”—

James Atlas, The Atlantic Monthly A reissue of Russell

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Banks' classic novel about love and sex, racism and poverty, and the failures of the American dream, now with P.S. and as a Harper Perennial Modern Classic. Russell Bank's searing tale of uprootedness, migration, and exploitation in contemporary America brings together two of the dominant realms of his fiction—New England and the Caribbean—skillfully braided into one taut narrative.

Continental Drift is the story of a young blue-collar worker and family man who abandons his broken dreams in New Hampshire and the story of a young Haitian woman who, with her nephew and

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**baby, flees the brutal injustice
and poverty of her homeland.**

**"You hear it all the time. It's the
one thing that almost everyone in
business can agree on. Except it's
not actually true. Meetings don't
suck--we suck at running
meetings. When done right,
meetings not only work, they
make people and companies
better. In Meetings Suck, world
renowned business expert and
growth guru Cameron Herold
teaches you how to use focused,
time effective meetings to help
you and your company soar. This
book shows you immediately
actionable, step-by-step systems
that ensures that you and**

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**everyone in your organization
improves your meetings, right
away. In the process, you'll turn
meetings that suck into meetings
that work."--Page [4] of cover.**

**The Potential of Young Citizens
to Heal Democracy**

**Binocular Vision and Ocular
Motility**

**Intuition Pumps And Other Tools
for Thinking**

**The Formula to Achieve Bigger
Goals Through Accelerating
Teamwork**

The Teachings of Don Juan

The 5-Day Turnaround

Killing Sacred Cows

How do the best leaders
navigate complexity in

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today's business? They use a chief of staff. Tyler Parris interviewed scores of CEOs, board members, chiefs of staff, and HR execs globally and wrote Chief of Staff: The Strategic Partner Who Will Revolutionize Your Organization to help leaders create the role, make it successful, and evolve it. Are you starting a business, taking over a business, or just need to give your business more direction? This very simple guide will show you how to write a mission statement, how to write a vision statement, how to write a value statement. Additionally, this guide will help you

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understand what mission, vision, and values statements are and why they are so important. The best part? You will get through this book in about an hour and feel great about what you created!- If you are an entrepreneur, mission statements will help define what you do.- If you are a small business, vision statements will help establish your short or long-term goals.- If you have a company, value statements help direct your employees to make better decisions. If you need to create these statements and do not want to pay exorbitant fees to marketing companies or spend

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hours and hours of research, let this self-driven, easy-to-follow, and fun-to-use guide get you where you need to be!

The classic work on the evaluation of city form. What does the city's form actually mean to the people who live there? What can the city planner do to make the city's image more vivid and memorable to the city dweller? To answer these questions, Mr. Lynch, supported by studies of Los Angeles, Boston, and Jersey City, formulates a new criterion—imageability—and shows its potential value as a guide for the building and rebuilding of cities. The

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wide scope of this study leads to an original and vital method for the evaluation of city form. The architect, the planner, and certainly the city dweller will all want to read this book.

The world's foremost entrepreneurial coach shows you how to make a mindset shift that opens the door to explosive growth and limitless possibility--in your business and your life. Have you ever had a new idea or a goal that excites you... but not enough time to execute it? What about a goal you really want to accomplish...but can't because instead of taking

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action, you procrastinate? Do you feel like the only way things are going to get done is if you do them? But what if it wasn't that way? What if you had a team of people around you that helped you accomplish your goals (while you helped them accomplish theirs)? When we want something done, we've been trained to ask ourselves: "How can I do this?" Well, there is a better question to ask. One that unlocks a whole new world of ease and accomplishment. Expert coach Dan Sullivan knows the question we should ask instead: "Who can do this for me?" This may seem

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simple. And it is. But don't let the lack of complexity fool you. By mastering this question, you will quickly learn how billionaires and successful entrepreneurs like Dan build incredible businesses and personal freedom. This book will teach you how to make this essential paradigm-shift so you can:

- Build a successful business effectively while not killing yourself
- Immediately free-up 1,000+ hours of work that you shouldn't be doing anyway
- Bypass the typical scarcity and decline of aging and other societal norms
- Increase your vision in all

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areas of life and build teams of WHOs to support you in that vision • Never be limited in your goals and ambitions again • Expand your abundance of wealth, innovation, relationships, and joy • Build a life where everything you do is your choice--how you spend your time, how much money you make, the quality of your relationships, and the type of work you do Making this shift involves retraining your brain to stop limiting your potential based on what you solely can do and instead focus on the nearly infinite and endless connections between yourself and other people as well as

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the limitless transformation
Shared Vision Of The Future
possible through those
connections.

MOX

Rocket Fuel

Continental Drift

Great by Choice

Your Simple Guide To

Creating Mission, Vision &
Value Statements

Find Your Why

A Remarkable Tool for
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*Debunks nine myths about
effective money management and
describes the principles that lead
to true financial success and
prosperity.*

The philosophy professor behind

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*Breaking the Spell and
Consciousness Explained* offers
exercises and tools to stretch the
mind, offering new ways to
consider, discuss and argue
positions on dangerous subject
matter including evolution, the
meaning of life and free will.

In The Vision Board, influential
career strategist Joyce Schwartz
describes a transformative
exercise that offers a simple way
to change your life for the better.
As featured on the Oprah Winfrey
show, vision boards are a
practical, effective approach to
identifying and achieving your
goals. With a foreword from Bob
Proctor, featured teacher in *The
Secret*, and an afterword by Jack

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Canfield, co-creator of the hugely popular Chicken Soup for the Soul series, The Vision Board offers concrete advice and motivation anecdotes designed to help you utilize vision boards in your own daily life.

The next electrifying novel from the #1 New York Times bestselling author duo behind The Wife Between Us. "Propulsive and thrilling....A page-turner that will keep you guessing until the very end." --Taylor Jenkins Reid, author of Malibu Rising

Washington suburbanites Marissa and Matthew Bishop seem to have it all—until Marissa is unfaithful. Beneath their veneer of perfection is a relationship riven by work and

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a lack of intimacy. She wants to repair things for the sake of their eight-year-old son and because she loves her husband. Enter Avery Chambers. Avery is a therapist who lost her professional license. Still, it doesn't stop her from counseling those in crisis, though they have to adhere to her unorthodox methods. And the Bishops are desperate. When they glide through Avery's door and Marissa reveals her infidelity, all three are set on a collision course. Because the biggest secrets in the room are still hidden, and it's no longer simply a marriage that's in danger. "An utterly compelling, spellbinding read." --Lisa Jewell, author of *Then She Was Gone* and

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Invisible Girl

The One Essential Combination

That Will Get You More of What

You Want from Your Business

Chop Wood Carry Water: How to

Fall In Love With the Process of

Becoming Great

Meetings Suck

The Image of the City

A Practical Guide for Discovering

Purpose for You and Your Team

The Vision Driven Leader

Lessons on Prosperity Between

Father and Son

How To Shift Your Company Beyond

Being Transactional to Truly

Transform and Even Transcend

Business...Forever Evolved Enterprise

is an illustrated journey for 21st

century entrepreneurs ready to explore

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how greater purpose, joy and meaningful impact create fierce brand loyalty, marketplace leadership and deliver exceptional profits.

Will becoming a Millionaire really set you free? How about the American Dream? If we, as a nation, declare freedom to be our number one priority, then why do so many of us, at a gut-level, feel less freedom than ever? Americans are working harder than ever to obtain financial success and material possessions based on the delusion that more will lead to a better life. The typical American is trading away the vast majority of their life in hopes that, someday, they will have enough to experience 'the good life.' Meanwhile, this tradeoff is the very thing that is robbing them of their

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freedom and the ability to enjoy an abundant life... right now. So, where do we find freedom? What should we pursue? In *Lifeonaire: An Uncommon Approach to Wealth, Success, and Prosperity*, Steve Cook answers these questions by challenging us to consider what it is that we really desire out of life. Through this fictional story, he shares how Americans blindly pursue financial wealth--thinking that money will reward them with what they want--and helping us to discover that our heart's desire is to become more than just a Millionaire... what we really desire is to become a Lifeonaire. Scores of talented and dedicated people serve the forensic science community, performing vitally important work. However, they are

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often constrained by lack of adequate resources, sound policies, and national support. It is clear that change and advancements, both systematic and scientific, are needed in a number of forensic science disciplines to ensure the reliability of work, establish enforceable standards, and promote best practices with consistent application. Strengthening Forensic Science in the United States: A Path Forward provides a detailed plan for addressing these needs and suggests the creation of a new government entity, the National Institute of Forensic Science, to establish and enforce standards within the forensic science community. The benefits of improving and regulating the forensic science disciplines are clear: assisting

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law enforcement officials, enhancing homeland security, and reducing the risk of wrongful conviction and exoneration. Strengthening Forensic Science in the United States gives a full account of what is needed to advance the forensic science disciplines, including upgrading of systems and organizational structures, better training, widespread adoption of uniform and enforceable best practices, and mandatory certification and accreditation programs. While this book provides an essential call-to-action for congress and policy makers, it also serves as a vital tool for law enforcement agencies, criminal prosecutors and attorneys, and forensic science educators.

If your employees brought their "A-

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Game” to work every day, what would it mean for your company's performance? Studies have repeatedly shown that the majority of employees are disengaged at work. But it doesn't have to be this way. Often, the difference between a group of indifferent employees and a fully engaged team comes down to one simple thing—a great boss. In *How to Be a Great Boss*, Gino Wickman and Rene' Boer present a straightforward, practical approach to help bosses at all levels of an organization get the most from their people. They share time-tested tools that have worked for more than 30,000 bosses in every industry. You can learn to be a great boss—and dramatically improve both your organization's performance and your

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team's excitement about their work. In this book you will discover: How to surround yourself with great people How to make more effective use of your time The difference between leadership and management and why they're equally important The five leadership practices and five management practices of all great bosses How to create accountability How to develop productive, relationships with each of your people How to deal with direct reports that don't meet your expectations How to Be a Great Boss provides practical tools that you can apply immediately with your people, allowing you to focus on improving and growing your organization and truly enjoy what you do.

Theory and Management of Strabismus

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Meditations on Leadership, Life, and
Shared Vision Of The Future
Change
The Road Less Stupid
The Vision Code
The Guide to Employing the Greatest
Growth Strategy Ever
The Strategic Partner Who Will
Revolutionize Your Organization
A Novel

Use storytelling to
influence people and move
them to action Need to get
your point across? Get staff
on board with change? Foster
collaboration? Increase
sales? Strengthen employee
engagement? Build customer
loyalty? Drive innovation
and creativity? Capture best
practices? Align people
around a goal? Grow your

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business? Business Storytelling For Dummies can help you do this—and more. Pre-order your copy today through Amazon! Discover: Expert advice with real-world examples Proven case studies, tips, and templates How to get results by capturing, crafting, telling stories, and more

A vivid trip through the mind of the top professional wrestler in the business—a nobody from nowhere who achieved his ambitions and walked away with the gold and the girl of his dreams. Ride alongside Jon Moxley as he retraces some of the highways traveled on his remarkable journey. Revel in

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the never-before-told stories about his early life in Cincinnati, Ohio; the gritty independent wrestling scene where he cut his teeth; the complicated corporate landscape of the WWE where he bucked against authority; and the rebellious upstart AEW, where he won the championship in 2020 and was finally free to achieve the vision of the wrestler he'd always wanted to be. With plenty of pitstops and revelatory insights, including grisly ultraviolent encounters, crazy characters who became lifelong friends, and his unforgettable matches in

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Japan, MOX is the riveting account of the life of a brawler. It is a tale written in blood and soaked in debauchery, with a good dose of wisdom accumulated along the way. More than a backstage pass into the arena, MOX is a ticket into the ring. Once inside, you'll never look at pro wrestling the same again. At this critical junction in the history of humankind, leaders that are proficient in magical thinking aren't going to solve our problems. Creating alternative realities is not the answer. We need a very different kind of leadership—leaders who can resist the calls of

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regression and whose outlook is firmly based in reality. We need leaders who analyze and draw conclusions from, or use their own experiences as a development tool, face their strengths and weaknesses, and critique their own experiences in order to build new understandings. In this very personal and entertaining book, Manfred Kets de Vries, one of the “gurus” in the field of leadership studies offers his thoughts on leadership and life, reflections written for executives and the people who deal with them. As a psychoanalyst and leadership professor let loose in the

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world of renowned global organizations—as a passionate educator and scholar, or just a human being at the receiving end of heart-rending emails—he examines the pitfalls of leadership and the challenges for the professionals who work with senior executives in today's AI-focused world. He points out why leaders can derail, and what steps they can take to prevent this from happening. Ultimately, this book encourages you to “Know yourself,” but makes no bones about the challenge it represents. Understanding our “inner theatre” will always be an uphill

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struggle. Kets de Vries points out why deep dives into our inner world are always fraught with many anxieties. Included in the many subjects covered by the author are the loneliness of command, the management of disappointment, the destructive role of greed, the impact of stubbornness, the role of storytelling, the importance of wellness, and the role of corporate culture. In addition, the book addresses the important topic of how to create great teams and best places to work. Furthermore, the book touches on endings- the ending of our career and the growing realization of the

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inevitable ending of our life. As time grows short, Kets de Vries emphasizes that we have no time to lose in dealing with our anxieties, regrets, and the things we spend much of our life determined not to see. Taking a deep dive into self-knowledge requires courage and support, and he is here to guide you through it. A manager's guide to hiring the right employees introduces the practical and effective A Method for Hiring, which draws on the expertise of hundreds of high-level executives to present a simple, easy-to-follow program to guarantee hiring success. 50,000 first

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printing.
Advice from the Chairman of the Board

The Art of Storytelling
Business Storytelling For Dummies

The A Method for Hiring
Traction

Strengthening Forensic
Science in the United States

A one hundred percent proven plan for one hundred percent growth.

Franchise Your Growth Expert
franchise consultant Mark Siebert delivers the ultimate how-to guide to employing the greatest growth strategy ever—franchising. Siebert tells you what to expect, how to move forward, and avoid costly mistakes as he imparts decades of experience, insights, and practical advice to help

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grow your business exponentially through franchising. Learn how to: Evaluate your existing businesses for franchisability Identify the advantages and disadvantages of franchising Develop a business plan for growth on steroids Evaluate legal risk, obtain necessary documents, and protect intellectual property Create marketing plans, build lead generation, and branding for a new franchise Cultivate the franchisee-franchisor relationship Noted CEOs, academics, and military personnel share their experience as visionary leaders The Vision Code explores the concept of "vision" and leadership. The book reveals the secrets of building and executing a strong vision within any organization. Oleg Konovalov—an acclaimed global thought leader—draws together in one volume in-depth interviews with

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nineteen extraordinary global visionaries that represent a variety of industries and organizations. These leaders explain why a vision is needed, how to implement it, how to communicate a vision effectively, and how to live by it with integrity. As Konovalov explains, vision is a key leadership skill that can be developed as a practical business tool for leading a company today and into the future. The stories of the nineteen leaders reveal how to develop a compelling vision and follow through with the vision in order to inspire an entire workforce. When a leader taps into the power of "vision," he or she creates a more meaningful business experience and ultimately, a better life. This compelling book: Offers a guide for making the concept of vision a reality Provides the information needed to

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Written for leaders at all levels in organizations and industries of any type
The Vision Code is a must-have book for anyone who wants to develop the skill to become a visionary leader.

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board? And how do you put that vision into practice at every level of your organization? In The Vision Driven Leader, New York Times bestselling author Michael Hyatt offers six tools for crafting an irresistible vision for your business, rallying your team around the vision, and distilling it into actionable plans that drive results. Based on Michael's 40 years of experience as an entrepreneur and executive, backed by insights from organizational science and psychology, and illustrated by case studies and stories from multiple industries, The Vision Driven Leader takes you step-by-step from why to what and then how. Your business will never be the same.

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